

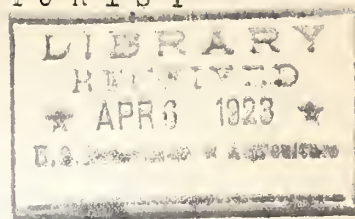
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THE EXTENSION HORTICULTURIST

April 1, 1923.



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\* Are you making notes on your activities from day \*  
\*\*to day and filing them so that you or your successor can\*  
\* whip them into shape for your annual report at the end \*  
\* of the year? It is a big help to have complete notes \*  
\* on the work when it comes to writing the report and en- \*  
\* ables the specialist to show in his report just what was\*  
\* done, how it was done and how much was accomplished. In\*  
\* reading over the annual reports from the various states \*  
\* we find some of them very complete, concise, and syste- \*  
\* matically arranged; others are not. \*  
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Office of Horticultural and Pomological Investigations  
a and States Relations Service Cooperating,  
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Washington, D. C.

臺灣省教育會館 籌備處 公告  
中華民國三十一年一月一日

查本會館籌備處前經呈准教育部在案，茲為便利各界人士起見，特在臺南市設立辦事處，並聘請秘書一人，庶務員數人，以資辦理。凡有關於本會館事務者，請逕向該處接洽，此布。

此布

## CONCERNING ANNUAL REPORTS.

This is a busy time for us in the Washington office for we are writing our annual report on fruit, vegetable and landscape demonstration work throughout the country. We have read all the 1922 annual reports of specialists in our lines and find a great difference between them. Some are snappy and full of meat and just short enough to tell what and how much was done along each project line. Others are fearfully long and one gets lost wandering through a maze of material trying to discover what lines of work were undertaken, how this work was done and what was accomplished. Still others tell only that certain lines of work were undertaken and leave us guessing as to the results. For example, not more than half of the specialists reporting on orchard pruning demonstrations have given the number of these demonstrations held, or the average attendance, or the number adopting the teaching. It is noteworthy that the personal service feature of the horticultural demonstration work is growing less and that the work is being conducted more along community and county lines.

The reports contain quite a number of state maps showing the number, kind, and general location, of demonstrations under each project. Every report should include a map for each line of work being conducted. The annual report of the specialist should be reasonably brief, it should define each line of work and tell how much was accomplished, what were the methods of doing the work, with whom cooperation was secured, how contacts were made, and most important of all how the results were spread throughout the community and state and how many people adopted the practice. We need to put more effort into finding out what is being done with the results of demonstrations and how many people are changing their methods.

The primary object of demonstration work is to improve the living conditions of the people on farms and in rural communities. Demonstration work with fruits, vegetables, and home beautification, can be justified only in-so-far as it does attain the original purpose of the demonstration work and serve to improve the living conditions of farm people. In some of the states this winter the extension work found rough sledding in the legislatures and it is up to the specialist to make our part of the extension service so secure on the farms that it cannot be dislodged. Congress must be furnished with reports upon what is being accomplished with the Federal Smith-Lever funds and it is our job to glean from the specialists reports, and through personal visits to the states, such information as is needed in formulating a general report on the whole work. It is our hope that a more systematic form of annual report may be adopted by the state specialists in horticultural lines and at some time in the near future we are going to outline what we consider the fundamental points to be included and their proper arrangement.



### Field Trips.

Prof. Close expects to visit New York State April 9 to 11 inclusive and Pennsylvania the 12th to 14th inclusive. Mr. Beattie expects to be in South Carolina the week beginning April 9. In January Mr. Mulford made an important trip to a number of southern states, the report of which was omitted from previous numbers on account of space. His report follows.

#### Field Trip of Mr. F. L. Mulford.

The landscape gardening work in the Southern States recently visited by F. L. Mulford, Ornamental Horticulturist of the Department, was found to be progressing, although not always as rapidly and efficiently as is desired by the states themselves. North Carolina seems to be organized in a manner to most efficiently push forward the work at this time. Since 1919, the Home Demonstration agents at state meetings have been given instruction in the principles and methods of home ground improvement and in 1921 two hours a day for a week was given to the subject. During the past year the Home Demonstration agents have helped over 3300 farmers and their wives in plantings about their homes. This work is now being supplemented by that of Mr. McCall in starting demonstrations in selected communities. He is devoting part of his time to home vegetable gardens, paying especial attention to the east central portion of the state. The landscape work is in the same counties. Where a community has two farm families ready to improve the farmstead and the community is ready to improve the surroundings of two semi-public buildings like a school and a church, Mr. McCall makes a visit, prepares the plans in triplicate on the ground, gets photographs as a permanent record, leaves mimeographed planting lists and the plans with the demonstrators and the county agents, and sends a copy of the plan back to his office. The plans do not have the finish of an office made plan but are legible, practical, and give the demonstrators a chance to proceed with the work before there is a chance for them to lose their enthusiasm.

In Mississippi, demonstrations have been carried into more than half the counties in the state, but each one has been tied up with work of an active agent so that there have been over 2800 farm homes reached in 1922, by the activity of the Home Demonstration agents who have been trained similarly to the North Carolina agents, but re-enforced by these demonstrations.

Alabama was the first state in which the Federal Department assisted in starting a farmstead beautification demonstration. The agents have had some training, but not as much as in North Carolina. There are demands for help from all parts of the state, but for lack of a little advice from a specialist who could inspire the agents with confidence to push ahead, the work is not progressing as rapidly as it might do otherwise. Fortunately, there seem to be readjustments in prospect for the near future which may permit of some time of a specialist being available.







Even though the specialist of Florida has been able to give but little time to the agents on this line and the financial conditions have been as discouraging as in any of the Southern States there have been almost 3200 homes improved and others are maturing plans for doing work another year.

In one of the counties of Virginia in which a kitchen competition had been held by a women's club, the members were anxious to hold a yard competition on the same lines. Another county in which the need is probably much greater, but which is not so well prepared by other work is also anxious to undertake a similar competition. The Horticultural specialists have been unable to undertake the work this spring because of an already full program but are planning to start it in the fall if the local interest is found to be as great as it is believed to be.

In South Carolina every member of a girls club is entitled to an extra credit up to 5% if she grows some flowers successfully, either annual, perennial, or woody plants. Tennessee is inaugurating a campaign to have every demonstration family name their home, and have the name so placed that the public can see it in passing. It is believed that attracting the public attention in this way will be a stimulus to improvement of the appearance of the surroundings. West Virginia finds their system of community scoring is creating an interest in farmstead beautification and active work in assisting the farmers in this work has been begun in about half a dozen counties.

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Our attention has been called to an address entitled "Concerning the Significance of Farm Demonstrations" by Mr. W. C. Monahan, Extension Poultry Specialist of Massachusetts given before the Springfield, Mass. Conference, February 23-25, 1922. While Mr. Monahan is not in our line of work we feel that he has so aptly hit the farm demonstration nail upon the head that we are reproducing his address for the benefit of the readers of the Extension Horticulturist.

"Farm demonstrations (under whatever name they may be known) are truly the foundation of extension work. Literature, lectures, extension schools and exhibits are popular and effective means of bringing information to the farm. The great weakness is their failure to put that information at work. The farm demonstration does put information at work; the preacher practices what he preaches. He is on the job in that particular community every day in the week, every week in the year; an advantage over the itinerant county agent and extension specialist.

Farmers are conservative, some are skeptical. Poor farming practices are often prevalent in communities adjacent to agricultural colleges and experiment stations, and yet, information is easily available. The old adage, "Under the lighthouse walls, the darkest shadow falls," may not be amiss. The real psychology of the matter seems to be that farmers want to see theories which are advanced concerning new and improved methods tested, not by public agencies, but by hard-headed fellow workers like



themselves who are sensitive to the financial outcome. For example, the profitable use of artificial illumination on the plant of a successful poultryman, and the influence which he may exert, if properly guided, will go further in actually accomplishing the adoption of lighting as a common practice in that community than a lecture, press article or many personal solicitations.

Furthermore, in developing this principle, demonstrations already existing might be capitalized to advantage. Mention two words, "Apples, Fitchburg," and what fruit man in Massachusetts will not reflect "Marshall." In every line of work, in every community there are recognized leaders. Their influence may be good, it may be bad, but, good or bad, its influence has a telling effect. Is it not a wise extension policy to capitalize this influence, put a stamp of approval on what is good, gradually convert what is bad, proving the issue with records?

Whatever may be said concerning various methods of agricultural extension teaching, this must be admitted, that only what is put into practice is effective. Much extension teaching through lectures and literature is not put into practice and is, therefore, not effective. Its failure to be applied has many causes (misinformation a minor one, it is hoped) such as lack of direct application of theory to practice, the use of generalities and failure to convince of economic advantage. On the other hand, the farm demonstration does put information at work. Application on the farm is a real test of the merit of recommended practice. The results vindicate the teaching or promptly and precisely put it in the discard; a status preferable to its continuance as a favorite institute falacy. Confirmed as sound economic practice, the demonstration serves as an object lesson readily understood and quickly adopted by neighboring farms. It brings into being, in the person of the demonstrator, a local teacher of tremendous influence. It preserves the American tradition which stimulates private enterprise and individual development. Last, but not least, it tests the authority of the public agent and determines whether or not he and the service he represents are justified in their existence.

This disputation is indulged not only because of the author's conviction concerning the efficacy of farm demonstrations as a method of extension teaching, but also because of his belief in their significance and fundamental importance in the development of Country Life ---The farm as a place to live as well as make a living. To date, country life movements have been characterized by ordaining organizations, formulating plans, proposing programs, and making machinery to carry on a work which, somehow or other, is conceived in such confusion, and which if indeed it does not abort, is born so weak, and develops so slowly, that by the time it needs organized support the machinery created for that purpose has rusted in the joints or, perhaps, disintegrated entirely.

Wholesome, comfortable, contented farm homes constitute the nuclei of a better country life. A rich man's money, or the professional help it employs, cannot renovate the countryside; a poor man's good intentions get no hearing; the most promising leader thus far discovered is just the farmer - - - the farmer, who in the business of farming has made a success and who, in addition, is prone to make an active interest in the life of the community





in which he, his wife and his children must live. This successful farmer is logically our demonstrator. Let us fan the glow we find or kindle there, and develop nuclei of Country Life, letting whatever machinery vital for its development come into being spontaneously and be not of an artificial character but natural, so natural that nobody recognizes anything new, but takes it for granted as other natural phenomena about us."

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#### Frost Damage to Fruit Crops.

There has been more or less frost injury to the fruit crop in certain sections of the country and there may be additional injury during the month of April. We would therefore, like to have brief reports from each state on the fruit prospects as of April 20th to be included in the May 1st. Horticulturist. Reports are desired from practically every state.

#### National Garden Week.

The week of April 22 to 28 inclusive has been designated by the General Federation of Women's Clubs as a National Garden Week to be observed by churches, schools, citizens associations and other civic bodies and by the people generally. The movement is intended to promote interest and enthusiasm in the planting of flowers and vegetables and in the improvement of unsightly and neglected places. Wild flower preservation and the protection of birds are a part of the program. Thursday, April 26, is designated as or suggested for special attention to home garden promotion on the part of the extension forces. On this day it is suggested that County Agents, Home Demonstration Agents and Club Agents arrange for talks and demonstrations and call attention to individuals whose achievements in gardening are outstanding.

W. R. Beattie, Extension Horticulturist.  
C. P. Close, Extension Pomologist.

